

**Listing of claims:**

1. (Currently Amended) A method for selling a disposable giftcard at a store location of a first retailer for exclusive use with a designated second retailer, the method comprising:

displaying a plurality of non-activated giftcards in the store location of the first retailer;

designating a second retailer with whom the giftcard may be exclusively used;

activating a selected one of the displayed giftcards for exclusive use with the designated second retailer upon receipt of a purchase amount from a customer;

forwarding information pertaining to the selected giftcard to a server computer associated with the second retailer; and

transferring proceeds from the first retailer to the second retailer in accordance with said information, the proceeds including at least a portion of the purchase amount.

2. (Original) The method of claim 1, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

3. (Original) The method of claim 1, in which the giftcard has a preset credit value.

4. (Original) The method of claim 1, in which multiple sets of giftcards are displayed at the first retailer, each set of giftcards being redeemable at a different second retailer.

5. (Currently Amended) The method of claim 1, in which the server computer ~~[[is]]~~ provided by the second retailer initiates said transfer of proceeds from the first retailer to the second retailer.

6. (Previously Presented) The method of claim 1, in which the server computer is provided by a third party associated with the second retailer.

7. (Previously Presented) A method for selling a disposable giftcard at a store location of a first retailer for exclusive use with a designated plurality of second retailers, the method comprising:

displaying a plurality of inactive giftcards in the store location of the first retailer;  
designating a plurality of second retailers with whom the giftcard may be exclusively used;

activating a selected one of the giftcards for exclusive use with the designated plurality of second retailers upon receipt of a purchase amount from a customer;

forwarding information pertaining to the activated giftcard to a server computer associated with the designated plurality of second retailers; and

transferring proceeds from the first retailer to the designated plurality of second retailers, the proceeds including at least a portion of the purchase amount.

8. (Original) The method of claim 7, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

9. (Original) The method of claim 7, in which the giftcard has a preset credit value.

10. (Previously Presented) The method of claim 7, in which the plurality of second retailers comprise an outside retailers consortium, and in which the server computer is provided by the outside retailers consortium.

11. (Previously Presented) The method of claim 7, in which the plurality of second retailers comprises an outside retailers consortium, and in which the server computer is provided by a third party associated with the outside retailers.

12. (Previously Presented) A method of selling a disposable giftcard at a store location of a first retailer for exclusive use at a designated store location of a second and different retailer, the method comprising the steps of:

providing a giftcard to the store location of the first retailer, the gift card redeemable at the store location of the second and different retailer;

displaying the giftcard in an inactive state for purchase by a customer in the store location of the first retailer;

designating a store location of a second and different retailer at which the giftcard may be exclusively used;

activating the giftcard for exclusive use at the store location of the designated second retailer upon the receipt of a purchase amount from the customer;

forwarding information indicative of the activating step to a server computer, the server computer accessible by the designated second and different retailer; and

transferring at least a portion of the purchase amount from the first retailer to the designated second and different retailer.

13. (Previously Presented) The method of claim 12, wherein the first retailer comprises a first retail chain, and wherein the second and different retailer comprises a second retail chain.

14. (Previously Presented) A method of selling a disposable giftcard at a store location of a first retailer for redemption exclusively at a store location of a designated second and different retailer, the method comprising the steps of:

providing a giftcard for display and sale at the store location of the first retailer;

designating a store location of a second and different retailer at which the giftcard may be exclusively redeemed;

creating an activation record for the giftcard upon the receipt of a purchase amount from a customer;

storing the activation record in a server computer, the activation record accessible by the second and different retailer; and

making available for transfer at least a portion of the purchase amount from the first retailer to the second and different retailer;

issuing an active giftcard to the customer for exclusive use at the store location of the second retailer upon receipt of the purchase amount.

15. (Previously Presented) The method of claim 14, wherein the giftcard is provided by a third party, and wherein the activation record is accessible by the third party.

16. (Previously Presented) The method of claim 14, wherein the giftcard is provided by the first retailer.

17. (Currently Amended) A method comprising the steps of:

- providing a store location associated with a first retailer;
- providing the store location of the first retailer with a disposable gift card, the gift card designated by the first retailer for exclusive use with at least one designated store location of a second and different retailer;
- displaying the giftcard for purchase by a customer in the store location of the first retailer;
- activating the giftcard at the store location of the first retailer for exclusive use at the at least one designated store location of the second retailer upon receipt of a purchase amount from the customer;
- creating an activation record associated with the giftcard upon activation of the giftcard, the activation record including an indication of the purchase amount received from the customer;
- forwarding the activation record to a server computer, the server computer accessible by the second and different retailer; and
- making at least a portion of the purchase amount available for transfer from the first retailer to the second and different retailer.

18. (Previously Presented) The method of claim 17, wherein the giftcard is associated with at least one store location of a plurality of additional and different retailers,

the server computer accessible by the plurality of additional and different retailers, and wherein the portion of the purchase amount is available for transfer from the first retailer to a selected one of the plurality of additional and different retailers.